

Fashion Calendar 1947

JANUARY

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FASHION CALENDAR

NOTE: Events are repeated until they take place. New events, last minute changes and revisions are added each week as quickly as scheduled. FASHION CALENDAR asks your indulgence for the unavoidable changes and new events that come up between issues.

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday August 15 1:00 P.M.- 1:30 P.M.	TELEVISION PREVIEW: ROSE MARIE REID "Swift's Home Service Club" with Jinx Falkenburg, Tex McCrary and 16 models in a special swimming show, presenting Rose Marie Reid's California collection. Fashion Coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact: CI. 7-8300.	SWIFT & CO.	STATION WNBT
Monday August 15- August 29	EXHIBITION OF SCOTTISH CLAN PLAIDS Showing of authentic plaids of the Scottish Clans, including such variations of the design as royal, dress, hunting, mourning, ancient, etc. A large collection of swatches, books and plates will be on display. Open to public. Contact: Dorothy Tyroler, CO. 5-2077.	TRAPHAGEN SCHOOL OF FASHION	1680 BROADWAY AT 52ND STREET
Saturday August 16 11:00 A.M.	SHOWING OF NEW COLLEGE FASHIONS New college fashions for the Fall and Winter season. Open to public. Publicity: Jane Daily, PE. 6-5100.	GIMBEL BROTHERS	3RD FLOOR
Monday August 18	OPENING OF NEW SHOE DEPARTMENT Opening of a completely new I. Miller and Ingenue Shoe Department at Bloomingdale's. Publicity: Karen Hollis, VQ. 5-5900.	BLOOMINGDALE'S	3RD FLOOR
Monday August 18	CHICAGO FASHION INDUSTRIES "HOLIDAY MARKET WEEK" Showing in individual showrooms of holiday lines of coats, suits, dresses, sports and loungewear, wash frocks, blouses, accessories, furs, intimate apparel, and infants' and children's wear.		
Tuesday August 19 11:00 A.M.	CHRISTMAS SHOWING OF ITALIAN HANDICRAFT Press showing of Italian Handicraft for Christmas -- merchandise to be available in this country at importers. Attendance by invitation only. Contact: PL. 9-3190.	HOUSE OF ITALIAN HANDICRAFT	217 EAST 49TH STREET
Tuesday August 19 3:00 P.M.	"MINX MODES" NEW JUNIOR FASHIONS Presentation of "Minx Modes" fashions for Juniors by Saks 34th. Open to public. Publicity: Frances Eisner, LA. 4-7000.	SAKS 34TH STREET	2ND FLOOR JUNIOR DEPARTMENT
Tuesday August 19 4:30 P.M.- 6:30 P.M.	PRESS PARTY FOR AWARD WINNERS Charm Magazine will hold a press party for their traveling fellowship award winners, in Room 311 at the New Weston Hotel. Attendance by invitation only. Publicity: Ruth Ann Bolway, MU. 3-8910.	CHARM MAGAZINE	NEW WESTON HOTEL MADISON AVE. & 50TH

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Friday August 22 1:00 P.M.- 1:30 P.M.	"EYE FOR FASHION" TELEVISION PREVIEW "Eye for Fashion", a new feature on the "Swift Home Service Club" will present Ben Reig's bolero. Fashion Coordinator: Lucille Hudiburg, EL. 5-3508. For tickets, contact CI. 7-8300.	SWIFT & CO.	STATION WNBT
Beginning Friday August 22- Sept. 6	BRITISH LEATHER EXHIBIT IN TORONTO British leather, footwear, gloves and leather goods will be shown in a composite prestige exhibit to United States and Canadian store buyers at the Canadian National Exhibition, Toronto. A selective display designed to show to North American buyers "the great advance which Britain's leather industries have made since 1939."	LEATHER, FOOTWEAR AND ALLIED INDUSTRIES CORP.	TORONTO CANADA
Saturday August 23 11:00 A.M.	FASHION SHOWING OF WOMEN'S DRESSES Gimbel Brothers will present a collection of women's dresses at 11:00 A.M. Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	3RD FLOOR
Monday August 25 4:00 P.M.- 6:00 P.M. Cocktails	COMING-OUT PARTY FOR NEW MANNEQUIN A cocktail party for the press and trade to introduce J J, the new Leading Foundations teen-age mannequin, who will have her coming-out party during cocktails. By invitation only. Publicity: Mildred Kaldor, BR. 9-9399.	LEADING FOUNDATIONS	HOTEL PLAZA WHITE & GOLD SUITE
Monday August 25	NEWSSTAND DATE: NEW KNITTING PUBLICATION <u>Modern Knitting</u> , a new quarterly "Service" magazine to be edited by Gizi Alton, designer and writer, will feature technical instructions for all types of knitting and crochet work. Unusual knitting problems may be referred to the magazine's staff for solution. <u>Modern Knitting</u> will be nationally distributed by the Independent News Co., 480 Lexington Ave. Editorial and advertising offices at 247 Park Ave. Price: 35¢. Publicity: Richard H. Roffman, PE. 6-0596.	INDEPENDENT NEWS CO. (480 LEXINGTON AVE.)	247 PARK AVENUE
Wednesday August 27 4:30 P.M.	PRESS PREVIEW OF NEW DESIGNER FABRICS Press preview given by John Walther Fabrics, Inc., to present the Fall and Winter collection of designer fabrics. Showing promptly at 4:30 P.M. followed by cocktails. Attendance by invitation only. Contact: Elena Turner, John Walther Fabrics, Inc., LO. 5-3330.	JOHN WALTHER FABRICS, INC.	HAMPSHIRE HOUSE COTTAGE
Thursday August 28 9:30 P.M.	FASHION SHOW AT BEACH RESORT Sydell will present her new Fall and Winter custom-made gowns, suits and cocktail clothes at the Lido Beach Club. Attendance by invitation only. Contact: Sydell, EL. 5-8729, or the Lido Beach Club management.	SYDELL GOWNS (666 FIFTH AVE.)	LIDO BEACH CLUB LONG ISLAND
Thursday August 28 3:00 P.M.	PIGTAILS FASHION PRESENTATION Showing of new A & S fashions for the "pigtails" age group; also teen-age and little-boy fashions. Music and dancing. Open to public. Publicity: Alvhill Wiman, TR. 5-7200.	ABRAHAM & STRAUS BROOKLYN	8TH FLOOR SPECIAL EVENTS CENTER

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
August 28	AMERICAN LEGION CONVENTION IN NEW YORK (August 28-August 31). AMERICAN LEGION PARADE (9:00 A.M.-5:00 P.M.) ALONG FIFTH AVENUE FROM 34TH STREET TO 73RD STREET ON SATURDAY, AUGUST 30.		
August 31	NATIONAL AIR RACES (August 31-September 3).		
Sept. 1	LABOR DAY (Monday)		
Sept. 2	V-J DAY		

PRESS OPENINGS: FALL CUSTOM-ORDER COLLECTIONS

PREVIEWS OF CUSTOM-ORDER FALL COLLECTIONS ARE FOR MEMBERS OF
THE PRESS WHO HAVE BEEN SPECIFICALLY NOTIFIED AND INVITED.

Tuesday Sept. 2	<u>JAY THORPE</u> At 11:00 A.M.	24 WEST 57TH ST.	PUBL.: AUDREY DAVIS	CI. 7-4300
Tuesday Sept. 2	<u>MAINBOCHER</u> At 3:00 P.M.	6 EAST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580
Wednesday Sept. 3	<u>MILGRIM</u> At 11:00 A.M.	6 WEST 57TH ST.	PUBL.: RUTH WALTZ	CI. 7-7200
Wednesday Sept. 3	<u>BERGDORF GOODMAN</u> At 5:30 P.M.	754 FIFTH AVE.	PUBL.: FLORENCE NEFF	PL. 3-7300
Thursday Sept. 4	<u>HENRI BENDEL</u> At 10:30 A.M.	10 WEST 57TH ST.	PUBL.: FRANCES ANDERSON	CI. 7-1100
Thursday Sept. 4	<u>SAKS 5TH AVENUE</u> At 2:30 P.M.	611 FIFTH AVE.	PUBL.: HELEN KAUPER	PL. 3-4000
Tuesday Sept. 9	<u>ELIZABETH ARDEN</u> At 3:00 P.M. -- Designed by Castillo	691 FIFTH AVE.	PUBL.: KAY INGLIS-JONES	PL. 3-3410
Wednesday Sept. 10	<u>STEIN & BLAINE</u> At 2:30 P.M.	15 WEST 57TH ST.	PUBL.: ELEANOR LAMBERT	PL. 5-8580

Tuesday Sept. 2 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Showing of new daytime and evening fashions by The Tailored Woman during luncheon. (The St. Regis luncheon fashion show is being held on Tuesday, instead of Monday, because of the Labor Day holiday). Press by invitation. Public by reservation. For reservations, contact: PL. 3-4500, Ext. 123. Tailored Woman Publicity: Belle Irene Gillis, PL. 5-2500. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	THE TAILORED WOMAN	ST. REGIS HOTEL ROOF
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Beginning Sept. 3	BEACHWEAR SHOWING IN CALIFORNIA Showing of Cole of California's 1948 collection of beachwear originals at their showroom in Los Angeles. Fashion show for buyers on Sept. 11. Publicity: Elizabeth D. Adams, 2615 Fruitland Road, Los Angeles.	COLE OF CALIFORNIA	846 SOUTH B'WAY LOS ANGELES, CALIF.
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<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Thursday Sept. 4 3:30 P.M.- 5:00 P.M. Cocktails	SHOWING OF NEW FALL MILLINERY Kay Brunell will introduce her new collection of Fall and Winter millinery at cocktails in the Blue Room of the Hotel Brevoort, 15 Fifth Avenue. Press invited. Contact: Kay Brunell, RE. 7-7490.	BRUNELL HATS (768 MADISON AVE.)	HOTEL BREVOORT BLUE ROOM
Thursday Sept. 4	31ST ANNUAL LEATHER SHOW. Contact: Tanners' Council of America, 100 Gold Street, BE. 3-0494.		
Saturday Sept. 6 11:00 A.M.	CALLING-ALL-GIRLS' FASHION SHOWING Another in the series of Saturday fashion shows of teen-age apparel given by Gimbel's Calling-All-Girls' Club. Open to public. Publicity: Jane Daily, PE. 6-5100, Ext. 600.	GIMBEL BROTHERS	5TH FLOOR
Sept. 6- Sept. 12	HOLIDAY AND RESORT SHOWING IN CHICAGO Presentation of holiday and resort fashions in apparel and accessories for women, misses, juniors, children.	STYLE EXHIBITORS, INC.	MORRISON HOTEL CHICAGO, ILLINOIS
Monday Sept. 8 1:00 P.M. Luncheon	LUNCHEON SHOWING OF NEW FALL FASHIONS Martha will present new sportswear, coats, daytime and evening suits and dresses--at the St. Regis Roof during luncheon. Press by invitation. Public by reservation. For reservations, contact, PL. 3-4500, Ext. 123. Contact Mrs. Martha Phillips, PL. 3-5625. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MARTHA (501 MADISON AVE.)	ST. REGIS HOTEL ROOF
Week Of Sept. 8	ADVANCE SPRING OPENING OF GUILD SHOE LINES Five groups of shoes will be featured during this Guild Week: (1) The first showing of resort footwear; (2) The first advance Spring shoes; (3) Dinner and evening shoes for holiday selling; (4) Size-ups of Fall's best selling numbers; (5) Boudoir styles for Christmas selling. The shoes purchased will be for November and December delivery. The member firms of The Guild of Better Shoe Manufacturers are: Cangemi, Inc., Thos. Cort Ltd.; Fox Shoe Mfg. Corp.; Jerro Bros.; Mackey-Starr, Inc.; John Marino; I. Miller & Sons, Inc.; Newton Elkin Shoe Co. (Pandora); Palter DeLiso, Inc.; Schwartz & Benjamin, Inc. (Customcraft Originals); Setroy, Inc. (Seymour Troy Originals); Van Arden, Inc.; Reual, Inc.; M. Wolf's Sons, Inc. (Lupine); Morris Wolock Co.; Zuckerman & Fox, Inc. Contact: Kate Goldstein Kamen, Executive Secretary, 875 Fifth Avenue, RE. 4-4888.	THE GUILD OF BETTER SHOE MANUFACTURERS	INDIVIDUAL SHOWROOMS GUILD MEMBER FIRMS
Beginning September 8	CALIFORNIA RESORT AND HOLIDAY COLLECTIONS Member firms include: Georgia Bullock, Inc., Connie Foster, De De Johnson, Marian McCoy, Rose Marie Reid, Violet Tatum; Renie, Edith Small, Charles Sorel, Inc., Edna Vilm.	FASHION GUILD OF SOUTHERN CALIFORNIA	LOS ANGELES CALIFORNIA
Wednesday Sept. 10 11:00 A.M.	PRESS SHOWING OF FALL COLLECTION Opening of the new House of Henry à La Pensée, Inc., and advance showing of the Fall Collection to the press, 2nd Floor Salon. Attendance by invitation only. Publicity: Ilka Dickinson, CI. 6-4340.	HENRY À LA PENSÉE, INC.	8 EAST 54TH STREET

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Wednesday Sept. 10 1:00 P.M. Luncheon	FALL FASHIONS AT LUNCHEON SHOWING Resumption of the Wednesday luncheon fashion shows for the 1947-48 season at the Waldorf with a showing of new fashions for Fall by Arnold Constable. Press by invitation. Public by reservation. For reservations, contact "Frank", headwaiter, EL. 5-3000. Arnold Constable Publicity: Hazel Stewart, CA.5-2300. Waldorf Publicity Office: Annette Goodrich, EL. 5-3000.	ARNOLD CONSTABLE	WALDORF-ASTORIA STARLIGHT ROOF
Thursday Sept. 11 12:15 P.M. Luncheon	MEATMASTER LUNCHEON: PRESTO PREVIEW The National Pressure Cooker Company will introduce the first pressure cooker designed especially for cooking meats--the new "Presto Meatmaster". Attendance by invitation only. Publicity: S. Richard Stern, Helen Kemp, CH. 4-8535. Contact: Marion Allen, 521 Fifth Avenue, MU. 2-2363.	NAT'L PRESSURE COOKER COMPANY	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 11 1:00 P.M. Luncheon	NEW WOOL FASHIONS AT LUNCHEON SHOW Presentation of knitted fashions for Fall by the Int'l Wool Secretariat, to be featured by Peck & Peck. Press by invitation. Public by reservation. Publicity Int'l Wool Secretariat: June Hamilton Rhodes, Bureau of Fashion Trends, MU. 3-7661; for Peck & Peck: Julia English Morse, PL. 8-3100. Hotel Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	PECK & PECK; INT'L WOOL SECRETARIAT	HOTEL PLAZA TERRACE ROOM
Sept. 15	FIRST DAY OF JEWISH NEW YEAR--ROSH HASHONAH (Monday)		
Monday Sept. 15 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOWING Mary Goodfellow's Fall and Winter millinery will be presented at a luncheon show. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. Mary Goodfellow Publicity: Mildred Kaldor, BR. 9-9399. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	MARY GOODFELLOW	ST. REGIS HOTEL ROOF
Tuesday Sept. 16 10:30 A.M.	PRESS PREVIEW OF NEW FALL FASHIONS Bloomingdale's annual Fall and Winter fashion show in their re-decorated Green Room. Attendance by invitation only. Publicity: Karen Hollis, VO. 5-5900.	BLOOMINGDALE'S LEXINGTON & 59TH ST.	GREEN ROOM 3RD FLOOR
Tuesday Sept. 16 4:00 P.M. Cocktails	PRESS SHOWING OF FALL MILLINERY Cesar Rubio will present his Fall Millinery Collection to the press in conjunction with Mexico's Independence Day celebration. Attendance by invitation only. Publicity: Leonard MacBain, PL. 8-2747.	CESAR RUBIO	40 EAST 50TH STREET SAION
Wednesday Sept. 17 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Resumption of the regular Wednesday luncheon fashions shows at the Hotel Pierre for the 1947-48 season with a presentation of Gunther's new fur fashions. Press by invitation. Public by reservation. For reservations, contact: "Jack", Cotillion Room headwaiter, RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644. Gunther Publicity: Nona James, VO. 5-3440.	GUNTHER	HOTEL PIERRE COTILLION ROOM

DATE	WHAT'S GOING ON	GIVEN BY	WHERE
Wednesday Sept. 17 4:00 P.M.- 6:00 P.M. Cocktails	"CALIFORNIA FASHIONS ON FIFTH AVENUE" Press preview at cocktails of new fashions by California designers group, including Jean Duraine, Keneth Hopkins, Georgia Bullock, Peggy Hunt, De De Johnson, Renie, Rose Marie Reid, Barbara Brinton, Pat Premo, Connie Foster, Rosenblum, and Edith Small. Staged by Vyvyan Donner, fashion director of Movietone News. Showing promptly at 4:30 P.M. Press and trade strictly by invitation. Show will be given for the public at luncheon on September 18th and 19th for the benefit of the National Cancer Foundation. Contact: Katherine Talbot, CI. 7-2700, Ext. 321.	CALIFORNIA DESIGNERS	SHERRY-NETHERLAND VANITY FAIR ROOM
Thursday Sept. 18 9:00 A.M. Breakfast	PRESS BREAKFAST FASHION SHOWING Macy's will have their semi-annual breakfast for the fashion press in the Executive Dining Room, with a showing of new Fall and Winter fashions. Attendance strictly by invitation. Publicity: Helen Law, CH. 4-2000, Ext. 2431; or Terry Mayer, Ext. 2554.	MACY'S NEW YORK	13TH FLOOR EXEC. DINING ROOM
Thursday Sept. 18 1:00 P.M. Luncheon	FUR FASHIONS AT LUNCHEON SHOWING Maximilian will present his new fur fashions during luncheon. Press by invitation. Public by reservation. For reservations, contact "Thomas", PL. 3-1740, Ext. 44. Maximilian Publicity: Rosemary Sheehan, CI. 7-8060. Plaza Publicity: Dorothy Wentworth King or Adele Brown, PL. 3-1740.	MAXIMILIAN	HOTEL PLAZA TERRACE ROOM
Thursday Sept. 18 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING Showing of new custom-order fashions by D'Laurence Roth during luncheon. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: D'Laurence Roth, EL. 5-4845. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	D'LAURENCE ROTH (30 CENTRAL PARK SOUTH)	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 18 4:00 P.M. Cocktails	PRESS PREVIEW OF NEW BUILDING Informal opening for the press of Frank Brothers' new building, dedicated to shoes and accessories for men and women. The entire interior of the building was styled and designed by Dorothy Draper. By invitation only. Publicity: Doris Newman, Dundes & Frank, IO. 3-1633.	FRANK BROTHERS	9 EAST 57TH STREET
Thursday Sept. 18 5:00 P.M.- 7:00 P.M. Cocktails	PRESS PARTY TO INTRODUCE NEW PARFUM Parfums Corday will introduce <u>Fame</u> -- "the parfum no woman or man will ever forget". Attendance by invitation only. Publicity: Edith Steiger, CI. 6-5667.	PARFUMS CORDAY	GOTHAM HOTEL BALLROOM
Saturday Sept. 20- Sept. 27	SECOND POSTWAR NAT'L NOTION WEEK The National Needlecraft Bureau, Inc., will direct promotional activities for the Second Postwar National Notion Week. Contact: George Pounder, LE. 2-4455.	NATIONAL NOTION ASSOCIATION	THROUGHOUT THE COUNTRY
Week of Sept. 22- Sept. 27	SECOND ANNUAL NAT'L SWEATER WEEK Official posters, mats and Sweater Week buttons are available. Publicity: Martin Stern, 60 East 42nd St., VA. 6-0543.	KNITTED OUTERWEAR FOUNDATION	THROUGHOUT THE COUNTRY

<u>DATE</u>	<u>WHAT'S GOING ON</u>	<u>GIVEN BY</u>	<u>WHERE</u>
Monday Sept. 22 1:00 P.M. Luncheon	FALL AND WINTER FASHION SHOWING Presentation of De Pinna's annual Fall Fashion Showing of Spectator Sports, Town and Junior Clothes. Press by invitation. Public by reservation. For reservations, contact PL. 3-4500, Ext. 123. De Pinna Publicity: Dorothy Coburn, VO. 5-4800. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	DE PINNA	ST. REGIS HOTEL ROOF
Tuesday Sept. 23 5:00 P.M.	PRESS SHOWING OF NEW FASHIONS Presentation of custom-order and ready-to-wear originals by Jonai, including street, evening and dinner clothes, coats and suits. Attendance by invitation only. Contact: Milton Cline, Jonai, Inc., PL. 5-3500.	JONAI, INC.	408 PARK AVENUE SALON
Sept. 24	JEWISH DAY OF ATONEMENT -- YOM KIPPUR (Wednesday).		
Wednesday Sept. 24 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING First fashion show in this country by Lili Spinola, presenting custom-made afternoon and evening dresses and suits, emphasizing the dressy costume which can still be conservative and practical. Press by invitation. Public by reservation. For reservations, contact "Jack", Cotillion Room headwaiter, RE. 4-5900. Contact: Lili Spinola, EL. 5-3910. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LILI SPINOLA (222 EAST 49TH ST.)	HOTEL PIERRE COTILLION ROOM
Thursday Sept. 25 1:00 P.M. Luncheon	CUSTOM-MADE FASHIONS AT LUNCHEON SHOWING Renel of Paris will present a luncheon showing of original suits, coats, dresses for Fall and Winter. Press by invitation. Public by reservation. For reservations, contact "Thomas", PL. 3-1740, Ext. 44. Contact: Mr. Renel, RH. 4-5656. Plaza Fashion Publicity: Dorothy King or Adele Brown, PL. 3-1740, Ext. 424 or 169.	RENEL OF PARIS (751 MADISON AVE.)	HOTEL PLAZA TERRACE ROOM
Monday Sept. 29 1:00 P.M. Luncheon	CUSTOM-ORDER FASHIONS AT LUNCHEON SHOWING Custom made and ready-to-wear fashions by Peggy Roth. Press by invitation. Public by reservation. Contact: Peggy Roth, PL. 8-2904. St. Regis Fashion Publicity: Mary Alice Rice, CI. 6-1790.	PEGGY ROTH (400 PARK AVE.)	ST. REGIS HOTEL ROOF
Tuesday Sept. 30 10:00 A.M. Breakfast	PRESS SHOWING OF NEW FUR COLLECTION Alfred Rainer will present his newest furs to the press during breakfast. Attendance by invitation only. Publicity: Mary Alice Rice, CI. 6-1790.	ALFRED RAINER	17 EAST 55TH STREET SALON
Tuesday Sept. 30 4:00 P.M.	ANNUAL "PINK CHAMPAGNE" PARTY Press preview at Russeks' annual "Pink Champagne" party at their new Design Studio Fur Collection, created by Philip Marano. Attendance by invitation only. Publicity: Helen Moran, WI. 7-1900.	RUSSEKS FIFTH AVENUE	5TH AVE. & 36TH ST.
Wednesday October 1 1:00 P.M. Luncheon	MILLINERY FASHIONS AT LUNCHEON SHOW Showing of Fall and Winter millinery by Leora Creations (formerly House of Cesar) during luncheon. Press by invitation. Public by reservation. For reservations contact "Jack", Cotillion room headwaiter: RE. 4-5900. Hotel Pierre Fashion Publicity: Florence Lanthier, EL. 5-3644.	LEORA CREATIONS (30 EAST 54TH ST.)	HOTEL PIERRE COTILLION ROOM

MUSIC...THEATRE...MOVIES...NIGHT SPOTS

- Friday
August 15 PREMIERE: "LIFE WITH FATHER" (Movie) WARNER THEATRE, B'WAY & 51ST ST.
Warner Brothers adaptation of the Howard Lindsay-Russell Crouse play based on Clarence Day's humorous memoirs of life in the Day family. Cast includes William Powell as Father, Irene Dunne as Vinnie, and Jimmy Lydon, and Elizabeth Taylor. Directed by Michael Curtiz, produced by Robert Buckner. Costumes: Milo Anderson. Publicity: Eve Siegel, CI. 6-1000.
(THE WARNER THEATRE WAS FORMERLY KNOWN AS THE HOLLYWOOD).
- Saturday
August 16 PREMIERE: "THE MURDERER LIVES IN 21" (Movie) STUDIO 65, BROADWAY & 65TH ST.
Mage Films French-made comedy melodrama adapted from a novel by S. A. Steeman about a detective searching for a murderer among the boarders in a French house. Cast includes Pierre Fresnay, Suzy Delair, Jean Tissier, Pierre Larquey, Noel Roquevert and Odette Talzac. Directed by H. G. Clouzot. Publicity: Helen Vassal, LO. 3-1808.
- Monday
August 18 PREMIERE: "THE CORPSE CAME C.O.D." (Movie) RIALTO THEATRE, B'WAY & 43RD ST.
Columbia Pictures' comedy-mystery based on Jimmy Starr's novel about the efforts of two reporters from rival newspapers to discover the murderer of a Hollywood costume designer. Cast includes George Brent, Joan Blondell, Adele Jergens and Jim Bannon. Producer: Samuel Bischoff. Director: Henry Levin. Costumes: Jean-Louis. Publicity: Hortense Schorr, CI.5-5000.
- Wednesday
August 20 PREMIERE: "MOTHER WORE TIGHTS" (Movie) ROXY THEATRE, SEVENTH AVE. & 50TH
Twentieth Century-Fox Technicolor adaptation of Miriam Young's best seller about her childhood experiences on the vaudeville circuits, with Betty Grable, Dan Dailey, Mona Freeman, Connie Marshall and Vanessa Brown. Director: Walter Lang. Producer: Lamar Trotti. Costumes: Orry-Kelly. Publicity: Jeanette Sawyer, CO. 5-3320.
- Thursday
August 21 BENEFIT PREMIERE: "THE ROOSEVELT STORY" (Movie) GLOBE THEATRE, B'WAY & 46
Benefit premiere, with Mrs. Eleanor Roosevelt, United Nations and Government dignitaries attending, of Tola Productions documentary filming of the life of the late President, compiled from newreels and private film archives of the Roosevelt family. All seats reserved. Prices: \$1.50-\$5.00. Proceeds to the National Foundation for Infantile Paralysis. The film will open, on a popular price basis, at the Republic Theatre, Broadway and 51st Street, on Friday, August 22. Publicity: George Gomperts, LO. 3-5883.
- Thursday
August 21 PREMIERE: "DOWN TO EARTH" (Movie) RADIO CITY MUSIC HALL, 6TH AVE. & 50TH
Columbia Pictures' Technicolor musical about a visit of the goddess Terpsichore to earth, with Rita Hayworth, Larry Parks, Marc Platt, James Gleason and Edward Everett Horton. Producers: Don Hartman. Director: Alexander Hall. Costumes: Jean-Louis. Publ.: Hortense Schorr, CI. 5-5000.
- Friday
August 22 PREMIERE: "DEEP VALLEY" (Movie) STRAND THEATRE, B'WAY & 47TH STREET
Warner Brothers drama about a shy girl who meets and falls in love with a convict, with Ida Lupino, Dana Clark, Wayne Morris, Fay Bainter and Henry Hull. Producer: Henry Blanke. Director: Jean Negulesco. Costumes: Bernard Newman. Publicity: Eve Siegel, CI. 6-1000.
- Tuesday
August 26 OPENING: "THE MAGIC TOUCH" INTERNATIONAL THEATRE, COLUMBUS CIRCLE
John Morris Chanin presents a new comedy by Charles Raddock and Charles Sherman, with Howard Smith, Frances Comstock, Loney Lewis, Hope Emerson, Sara Anderson and Sid Melton. Directors: Herman Rotsten. Publicity: Marjorie Barkentine, BR. 9-9546.